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Abstract

The reason for this review tried to look at the general execution of Hermès Paris with particular hazard elements and macroeconomic variable on gainfulness execution. The information acquired from yearly report of Hermès Paris beginning from 2011-2015. The estimation of liquidity proportion and working proportion used to see the generally speaking execution of Hermès Paris in 5 years which purportedly past benchmark. The extra estimation is the benefit measure, this variable has a negative and no huge association with liquidity hazard. To see the relationship of *dangers elements to the benefit, this paper is using liquidity (current proportion), GDP and working proportion*. Information was broke down by using relapse and bivariate relationship. The relapse examination and bivariate connection indicates just a single element of productivity is huge to working proportion which is ROA with the most astounding effect to the gainfulness. Be that as it may, the liquidity and GDP is not noteworthy to productivity with low effect to the gainfulness.

Keywords: Specific Risk, Liquidity Risk, Operational Risk, Diversity, Profitability

1.0 Introduction

1.1 Background of the Study

The luxury fashion company knew how to keep their momentum even though there was economic crisis that happened. Nevertheless, they managed to constant their market growth from the year 2011 to 2015 with 9 % (Sherman, L., 2015). Amid a similar period, the financial development of the nation as measured by Gross Domestic Product rate (GDP) was diminishing to 5.00% in 2015

from 5.30 % in 2011, however in 2013 the esteem was soaking down to 4.70% from 2012 has an esteem 5.50%, then logically expanding to 6.00% as the most noteworthy esteem by and large in 2015 (Focus Economics, 2017).

Hermès, which a year ago stayed one of the most grounded entertainers of the European extravagance merchandise area, weathering abating extravagance development superior to anything a hefty portion of its associates as high costs, restricted supply and circulation help fortify its elitist bid. Deals barring money moves rose 9.6 percent in the final quarter, drove by additions in its own stores, said the organization, whose Birkin sacks cost upwards of \$10,000. Still, Hermès brought down its yearly deals development focus to 8 percent from its customary level of 10 percent. CEO Axel Dumas said the house now needs to adjust its business development focus with its size, having gone past the 4-billion euro stamp without precedent for 2014, making it greater than Gucci. "There are additionally money and geopolitical issues which urge us to be judicious,". "We have a mind boggling Chinese market, pressures in Europe." (Dumas, A., 2015).

Liquidity is recognized as the main company's determinant in terms of the ability of any financial instrument or asset or security which can be trade in volume, then it can be easily converted into the cash without losing its values or prices (Banque De France, 2008). Liquidity means how quickly you can get your hands on your cash. In simpler terms, liquidity is to get your money whenever you need it (The Economic Times, 2017). The resources or security or any money related instruments can be purchased and sold in the market where the organization is fundamentally utilize the money from pitching those advantages for pay any due here and now commitment or, on the other hand to be held as an organization's money save. The inability of company in filling this obligation may occur if inefficient market created as it lacks of conversion asset occurred and asset value losses, this called as liquidity risk (Investopedia, 2016). Where an organization not able to meet here and now money related demands. This as a rule happens because of the powerlessness to change over a security or hard advantage for money without lost capital and additionally pay all the while (Investing Answers, 2017). In terms of the firm's financial management component speculators, loan specialists and supervisors all look to an organization's monetary explanations, utilizing liquidity estimation proportions to assess liquidity hazard. This is normally done by contrasting fluid resources and here and now liabilities. Organizations that are

over-utilized must find a way to diminish the crevice between their money available and their obligation commitments.

Each organization needs to develop their business, yet few know how to manage it for the long haul or look past the following quarterly or yearly report. The supportability of organization does not decide just by its liquidity, the operational of an organization as a piece of inward element which exceptional to particular industry or business contended to be critical segment with the operational hazard introduction to the organization as inward disappointment where it is unsystematic hazard in nature (Investopedia, 2017). This hazard related with the misfortunes which came about by the general population disappointment, procedures, frameworks or outer occasions. The significance of this hazard must be surveyed depends on the contention of Dutta and Perry (2007) where this consider revealed by portion of huge capital is expected to moderate this hazard in monetary foundation. In like manner, the presence of this hazard with the huge recurrence operational misfortunes which identify with the reputational results and boundless effect of misfortunes are highlighted which it is helpful to measuring, observing and alleviating operational hazard and holding adequate funding to cook unforeseen misfortunes. Currently, this risk is recognizable yet become a part of risk profile component not only in the financial institution as well as firms in general (De Fontnouvelle, 2007).

The parts of study will be partitioned into four sections where the second part will be writing survey which talk about the past review done by various looks into. The following part will talk about the expressive discoveries which look at the assembling particular hazard variables what's more, macroeconomic variables on gainfulness execution and incorporates the Hermès Paris general execution. The last part contains some examination, proposal, and conclusion to the Hermès Paris.

2.0 Literature Review

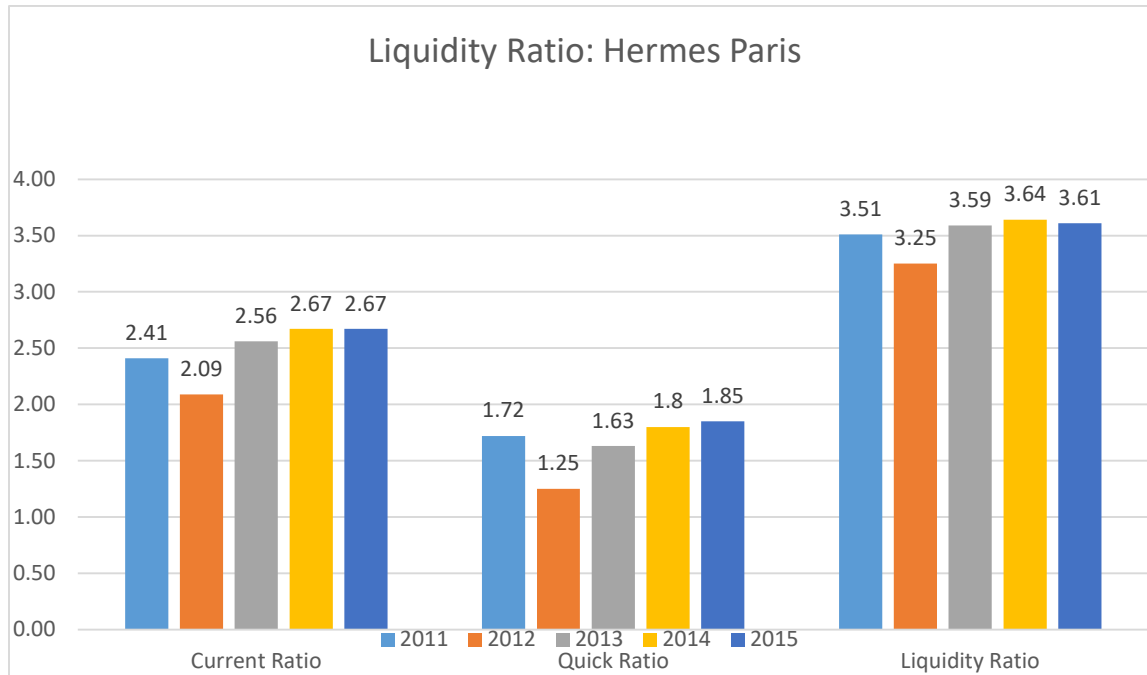
A critical consideration from investigators, controllers and fashion related organization given to the liquidity hazard after emergencies happen over the globe in different economics and industry including these fashion industry. This risk occurs due to insufficient risk management practices (Crowe, 2009). This estimation is imperative to see the satisfactory fluid hold accessibility to meet trade commitments out due where this deficiency prompts liquidity hazard which firm may need to take exorbitant activities for example postpone installments, acquire impermanent financing at negative terms or even offer resources. Another component that an organization must be worried about is its operational that could prompt operational hazard where it is coming about because of the disappointment individuals, forms, frameworks and outer element. These risks can cause frequency of large operational losses. Besides that it can spread wide impact and destroy reputational consequences. The misfortunes that brought on by this hazard have to be relieved, measured and observed extra time with holding an adequate money to cook startling misfortunes. This hazard has turned into a key segment of the hazard profile on both money related foundation and general firms which already in earlier review the operational hazard is not even recognized.

Most of researchers figure out the company's performance through the ratio generated and calculated from the financial statement of annual report data. To generated and calculated liquidity and profitability ratio, most researchers figuring it out through the company's financial statement that available in their annual report. Same goes in this study, the same technique is being used. Research about liquidity and profitability ration has been made and all data were gathered from Hermes Paris's annual reports from the year 2011 to 2015, which measured with the present proportion portrayed as organization's capacity to fulfill liabilities which using current resources and snappy proportion demonstrated a capacity to fulfill current liabilities utilizing most fluid current resources.

3.0 Descriptive Findings

3.1 Liquidity Performance

Bar Graph 1. Descriptive Results



Before the overview trend analysis for both ratios on the above examined, the formula for those ratios for 2011-2015 can be calculated as following:

Current Ratio (CR) = Current Assets/Current Liabilities

Quick Ratio (QR) = (Current Assets-Inventories)/Current Liabilities

Liquidity Ratio (LR) = (Total Assets/Total Liabilities)

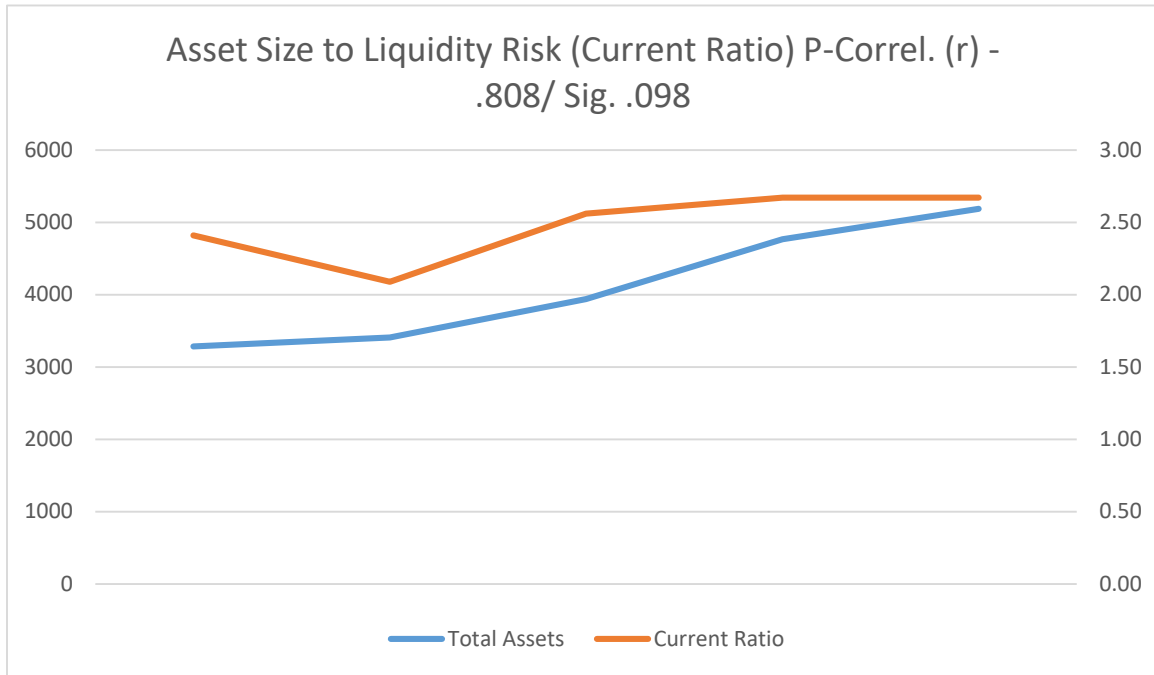
Table Result 1. Descriptive Results

Year	Current Asset	Current Liabilities	Total Assets	Total Liabilities	Inventories	Current Ratio	Quick Ratio	Liquidity Ratio
2011	1871.3	775.3	3248.4	922.9	534.5	2.41	1.72	3.51
2012	1802.8	863.9	3405.8	1047.5	726.9	2.09	1.25	3.25
2013	2249.2	880.0	3937.6	1096.4	813.4	2.56	1.63	3.59
2014	2791.7	1043.9	4768.2	1309.7	912.0	2.67	1.80	3.64
2015	3095.2	1157.2	5187.6	1438.9	949.2	2.67	1.85	3.61

Overall, the Hermes Paris performance for all liquidity variables leap down beyond its benchmark for current ratio and quick ratio which the overall results consistent to the benchmark utilized by (Nizigiyimana, A., 2014) and (Egbide, B-C., 2013). The liquid ratio shows the same pattern as quick ratio and current ratio. The performance is quite unfavorable during the year 2011 to 2012. There is slightly dropped from 3.51 to 3.25. However, during the consecutive year of 2012 to 2015, the value of ratio has significantly rose but the value rose slightly from 2013 to 2015. In year 2013 , the liquid ratio is 3.59 and in the next two years ,there were not so much change where in 2014 the liquidity ratio is 3.64 and in 2015 it dropped to 3.61. Three proportions emerge in a similar example which implies that in the snappiest term transformation spoke to by fast proportion and medium term change spoke to by current proportion and the longest term transformation spoke to by fluid proportion that show the speed of change resource or stock into money have elite which move similarly.

3.2 Asset Size to Liquidity Risk

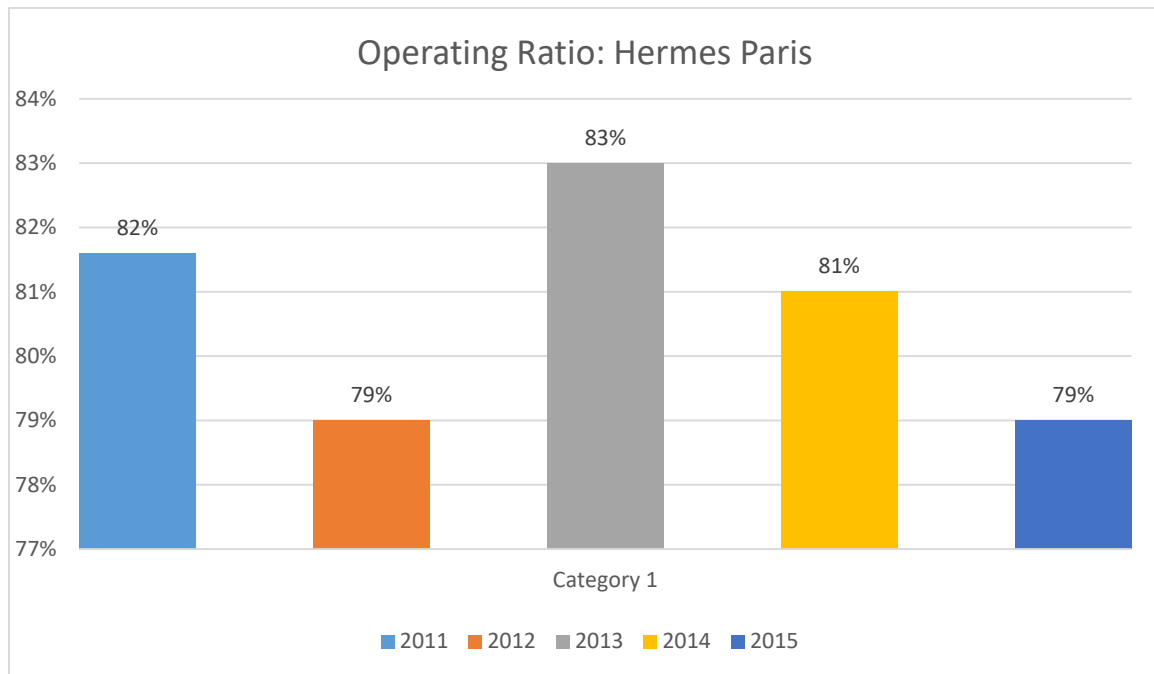
Line Graph 1. Descriptive Results



Throughout the year, the pattern for the advantage size to liquidity chance specifically corresponding identified with each other. From the pattern and Pearson connection, them two have same example in straightforwardly relative which can be expected that if the benefit measure develop uptrend the liquidity hazard will respond in comparative way which is in the uptrend. The specifically relative give some positive flag with more resource size which shows the organization is predominant in tending to liquidity chance. At the end of the day, this organization is viably used the advantage for reimburse liabilities on time amid the sequential year 2011-2015.

3.3 Operational Performance

Bar Graph 2. Descriptive Results



Before the overview trend analysis for both ratios on the above examined, the formula for those ratios for 2011-2015 can be calculated as following:

$$\text{Operating Ratio (OR)} = \text{Operating Expenses} / \text{Operating Income}$$

Table Result 2. Descriptive Results

Hermes Paris	Operating Expenses	Operating Income	Operating Ratio (%)
2011	722.8	885.2	82%
2012	884.8	1118.6	79%
2013	1015.9	1218.0	83%
2014	1048.7	1299.3	81%
2015	1218.2	1540.7	79%

For overall performance of Hermes Paris, this company has below the standard of manufacturing benchmark ranging between 79% and 83% . The consideration of good performance viewed by its lower percentage ratio which argued that the company is efficient or inefficient in terms of its operating expenses whether the company incurred more expenses or not. There is slightly rise and drop in these 5 years .Starting from 2011-2012 the percentage of ratio has decrease significantly which indicates the company is inefficient in operation, however it is still acceptable since the range of ratio does not reach the benchmark for manufacturing sector, then the stable percentage occur afterwards in 2013 and was the highest among that five years. The company's operation dropped again by 2% in the year 2014. It continuously dropped by another 2% in the year 2015 making the operating ratio on that year was 79%.This continuous percentage could give a signal that the company has a unstable yet sufficient income to give fair return to investor since the company is getting more profit (Accounting Explanation, 2011).

3.4 GDP to Profitability

As a piece of macroeconomic element, the GDP variable tried with P esteem > 0.10 shows unimportant connection to productivity. 2 out of 5 factors of productivity (ROA and ROE) demonstrates positive inconsequential connection that shows the developed in GDP will quicken the generally speaking productivity. This suggests the financial development will expand the interest for Hermes Paris items. This could produce more wage got which in the end it supports gainfulness. In any case, 3 out of 5 factors of productivity (ROA, ROE) has negative irrelevant connection to GDP.

Table Result 3. Stepwise Regression Analysis for Hermes Paris Specific Risk Determinants to Profitability

Model Summary ^c					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.994 ^a	.988	.984	.002058961150	

a. Predictors: (Constant), ROE

b. Predictors: (Constant), ROE, LEVERAGE

c. Dependent Variable: ROA

Table Result 4. Anova Regression Analysis for Hermes Paris Specific Risk Determinants to Profitability

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.001	1	.001	242.449	.001 ^b
	Residual	.000	3	.000		
	Total	.001	4			
2	Regression	.001	2	.001	10085.846	.000 ^c
	Residual	.000	2	.000		
	Total	.001	4			

a. Dependent Variable: ROA

b. Predictors: (Constant), ROE

c. Predictors: (Constant), ROE, LEVERAGE

After the test led and all of factors included. With the stepwise strategy demonstrates that R esteem is 0.994 and demonstrates a high level of connection between factors. R^2 is 0.984 and demonstrates that 98.4% of variety in ROA is clarified by autonomous variable OPERATE. In terms of relationship to productivity, for work variable which it quantified by working proportion with a P-

esteem > 0.10 shows negative immaterial connection to gainfulness in 4 out of 5 benefit estimation tried. Be that as it may, the work variable to benefit (ROA) has a positive huge connection with a P esteem < 0.10 . This positive connection shows that the organization's operation can build the productivity of organization. Hermes Paris organization is producing all the more working salary while diminishing the working costs where this organization accomplish positive measure of productivity with more creation as a salary calculate without caused more costs amid the operation procedure. Rather than having benefit, the negative connection shows the increments of costs impact the salary of this organization that can't expand the benefit. Notwithstanding, out of 5 factors tried just a single (ROA) which has huge relationship to benefit. This model is additionally noteworthy with the critical of anova relapse $P < 0.10$.

4.0 Discussion and Recommendation

4.1 Discussion

Amid the back to back year 2011-2015, general execution of Hermes Paris was demonstrating good in the execution result for all estimations of liquidity and operation in yearly premise. The powerful transformation resource into money to reimburse the obligation with no issue and the proficient operation without bringing about any extra costs are reflected to the by and large execution of Hermes organization. One of productivity estimation has a critical relationship which is ROA to work variable. With this high effect of work to productivity and one of gainfulness estimation is huge relationship to work. Hence, the consideration of the organization into the operational component ought to wind up need on 2015 onwards next to the GDP and liquidity.

4.2 Recommendation for Improvement

4.2.1 Better Practice Corporate Governance to Improve Profitability

The danger of operation called as operational hazard which brought on misfortunes coming about because of the individuals, forms, frameworks disappointment and from outside components. In the instance of Hermes Paris as an assembling design organization segment, the general

population disappointment may be the brought on wastefulness with expanding working costs since the wrongdoings of a man lead this wastefulness. Along these lines, the operation ought to be controlled and coordinated in appropriate way with the corporate administration. CG itself alludes to the instrument, procedures and relations by which organizations are controlled and coordinated. For the 2015 onwards, this organization ought to concern to the corporate administration since confirmation demonstrates the frail corporate administration frameworks permitted ineffectively oversaw firms to remain in the market and brought about wastefulness of asset distribution in spite of low firm productivity for a long time. Subsequently, the low gainfulness implies that the organization won't not get adequate salary to give reasonable come back to financial specialist since the organization is getting lesser benefit as it can be seen on the huge relationship of operation to productivity with the most noteworthy effect. To comprehend the issue of individuals disappointment in this organization particularly on top administration, the association of top managerial staff with the impetus character "more proactive" BOD is required with playing the main part in setting up and adjusting the mission, destinations, methodology and approaches to diminish any disappointment of top administration procedure which prompts wastefulness operation.

4.2.2 Better Inventory Control for Liquidity

Another upgrade ought to be executed is the better stock control where the organization ought to clear up the load of inventories in the distribution center. By and large, organization is most certainly not expected to held stock in longer term than it has been relied upon to sold out or changed over to money at convenient way. By stock control, it is helpful to offer the advantage in the perfect time in light of the fact that of those inventories don't sold out well in the market, the esteem will be drop, then the organization is compelled to sold that stock underneath the book estimation of stock (Investopedia, 2017). This could occur in the organization which subsequently the organization may get bring down money created from the inventories sold, then it doesn't add to the benefit of organization. To provide food the progressions in macroeconomic element, this organization is in an ideal situation dealing with the stock by taking after the market cycle e.g. Malaysian market is as of now in drowsy condition, Hermes Paris could target spending plan cognizant buyers to accomplish sizeable development of offers to keep up the stock sold and

recharge at perfect time to stay away from esteem decrease. Also, the change of item quality is required when sold to advertise.

5.0 Conclusion

Taking everything into account, plainly liquidity hazard, operational hazard (unsystematic hazard), and efficient hazard is confronted to every one of the organizations particularly in the investigation of the assembling firm. Hermes Paris could deal with the liquidity chance and operational hazard adequately and proficiently with the proportion is past and beneath the standard of benchmark. The liquidity and operational execution every year demonstrates this organization is not having issue to settle the commitment and works proficiently that could produce more benefit. What's more, to keep up the execution in 2015 onwards, from the discoveries, one of variable is critical (ROA) as a productivity variable to the operation with the most elevated effect contrasted with all of factors. Along these lines, this organization ought to concern more to the corporate administration to decrease any wastefulness that diminishing the capacity of an organization in creating more benefit. Likewise, to keep up what's more, enhance constant gainfulness of this organization, the usage of liquidity administration and stock control with taking after the pattern or cycle of market ought to put into thought as a piece of gainfulness commitment despite the fact that the discoveries indicates fluid also as GDP is not critical to benefit.

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